

Request for Proposals

Bloomington Community Farmers' Market Prepared/Processed Food and Beverage Vending Stall

City of Bloomington
Department of Parks and Recreation
Bloomington, Indiana

January 2, 2017

Prepared by:
Marcia Veldman
Farmers' Market Coordinator
City of Bloomington
Parks and Recreation Department
Fax: 812.349.3705
Email: veldmanm@bloomington.in.gov

REQUEST FOR PROPOSALS

Prepared/Processed Food Vending Stall

• Introduction

The City of Bloomington Parks and Recreation Department is seeking proposals from interested individuals, organizations, or businesses in operating a Prepared/Processed Food and Beverage Vending Stall at the Bloomington Community Farmers' Market during the 2017 Market season. Up to eleven full-season prepared/processed food and beverages vendors will be selected to participate in the 2017 season. Consideration will also be given to prepared/processed food and beverage vendors interested in selling during non-peak season or on limited occasions.

Selected vendors will be required to execute an Agreement for Prepared/Processed Food and Beverage Vending, a sample copy of which is available on-line at bloomington.in.gov/farmersmarket.

The Bloomington Community Farmers' Market, entering its 43rd season, has stayed true to its mission of providing a place for people to come together to buy local produce, thereby supporting small farmers and gardeners, securing a local food source and enriching the community. In 2016 over 200,000 people attended the Bloomington Community Farmers' Market.

Point of Contact/Mailing Address

Marcia Veldman
Farmers' Market Coordinator
City of Bloomington
Parks and Recreation Department
P.O. Box 848
Bloomington, Indiana 47402

Fax: 812.349.3705
Phone: 812.349.3738
Email: veldmanm@bloomington.in.gov

• Project Timeline

SUBMISSION DEADLINE: Monday, February 1, 2017 – No later than 5:00 p.m. local time.

Selection of Prepared/Processed Food and Beverage Vendors: By the Board of Park Commissioners on Tuesday, February 21, 2017 at 4 p.m. in the Council Chambers.

• Days and Hours of Operation

Full-season Prepared/Processed Food and Beverage Vendor shall be contractually obligated to operate a Prepared/Processed Food and Beverage Vending Stall every Saturday, rain or shine, beginning May 6, 2017 through October 28, 2017 during Market hours. Prepared/Processed Food and Beverage Vendors have the option to additionally sell at Market in the Non-Peak Season; April 2017 (April 1 through 29), November 2017 (November 4 through 25) and/or on Tuesdays from 4 - 7 p.m. (June 6 - September 26).

Consideration will also be given to Vendors who are interested in only selling Prepared/Processed Foods and Beverages in either month of the Non-Peak Season (April and/or November 2017) or on Limited Occasions.

Consideration will also be given to Prepared/Processed Food and Beverage Vendors who are willing to share a Stall with another Vendor.

- **Basic Services**

Prepared/Processed Food and Beverage Vendor will assume all the following costs of operations:

Food Cost

Labor

Food Service Equipment

Recycling and Compost Removal

Licenses, Permits and Local Taxes

If selling as a Home Based Vendor, costs associated with having food analyzed and a report prepared to determine if it is a “potentially hazardous food”.

Maintenance of Comprehensive General Liability Insurance (policy must include premises, operations, and product liability) with minimum limits of coverage of \$1 million per occurrence and \$2 million in the aggregate.

The City will provide the following at no cost:

Water (direct access is only available to a limited number of vendors and may not be available in November)

Trash Disposal

Electricity (only available to a limited number of vendors)

- **Location of Prepared/Processed Food and Beverage Vending Stalls**

Most Prepared/Processed Food and Beverage vending stalls are 10’ wide x 10’ deep spaces located on the Farmers’ Market B-Line plaza (the Market B-Line Café).

Vehicular access to the stall will be limited. One Prepared/Processed Food and Beverage vending stall may be 10’ x 24’.

- **Cost to Manage**

The Prepared/Processed Food and Beverage Vendors shall pay the City of Bloomington Parks and Recreation a vending fee of two hundred and sixty dollars (\$260) for the months of May 2017 through October 2017 plus ten percent (10%) of gross proceeds. If the vendor chooses to sell in April 2017, an additional vending fee of fifty (\$50) will be assessed. If the vendor chooses to sell in November 2017, an additional vending fee of seventy dollars (\$70) will be assessed. If vendor chooses to sell at the Tuesday Market in 2017, an additional vending fee of one hundred and nineteen dollars (\$119) will be assessed.

A proposal does not need to be accompanied by a certified check or other evidence of financial responsibility.

Non-Peak Season and Limited Occasion Prepared/Processed Food and Beverage Vendors vending fees will be determined based on the number of times selling and on the location. The vending fee will be ten dollars (\$10) per Market day.

The entire vending fee shall be paid in one installment on or before March 24, 2017. The ten percent (10%) of gross proceeds shall be paid monthly on or before the 15th of the month following the month gross proceeds were collected.

- **General RFP Submittal Requirements**

Written proposals must address all elements of the evaluation criteria listed below (Proposal Evaluation Criteria) and must provide contact information including name, address, phone number and email address. Full-Season vendors should indicate desire to sell in April, November and/or Tuesday in 2017 and interest in sharing a stall with another Prepared/Processed Food and Beverage Vendor. Non-Peak Season/Limited Occasion vendors should indicate dates interested in vending. Proposals may include additional pertinent information.

A PDF of the proposal shall be submitted via email to Marcia Veldman at veldmanm@bloomington.in.gov. The subject line of the email shall read “Farmers’ Market Prepared/Processed Food and Beverage Vending RFP”.

- **Opening of Proposals**

Proposals will be opened in a manner so as to avoid disclosure of contents to competing offerors during the process of negotiation.

- **Proposal Evaluation Criteria**

A review committee consisting of Parks staff, Board of Park Commissioners and Farmers’ Market Advisory Council members shall review all proposals based on the evaluation criteria outlined below, and make a selection at its own discretion of a combination of vendors whose product fulfills the goals of the Farmers’ Market best. The review committee will make a recommendation to the Department, who will review it and make a recommendation to the Board of Park Commissioners regarding its selection of Prepared/Processed Food and Beverage Vendors. The Board of Park Commissioners will make the final selection of the Prepared/Processed Food and Beverage Vendors.

The Department of Parks and Recreation reserves the right to accept and/or reject any and all proposals. Discussions may be conducted with responsible groups who submit proposals determined to have a reasonable likelihood of being selected for an agreement. Submission of proposals indicates acceptance by the vendor of the conditions contained both in the RFP and the Agreement for Prepared/Processed Food and Beverage Vending, unless clearly and specifically noted in the proposal.

The following criteria will be considered in selecting the vendors:

- 1) **Prepared/Processed Food & Beverage Offerings/Variety/Creativity/Taste**

Applicant must be able to provide quality, tasteful, made from scratch, locally-produced prepared food and beverages, (including wine). Vendors are encouraged to offer a small selection of well-crafted items, as opposed to large restaurant style menus. Typical carnival style food will not be considered. Pet treats will be considered.

Proposals should include a list of anticipated menu items in order of vendor priority with item listed first being highest priority. If water, electricity or other special arrangements are required on site, please indicate that next to

the menu item with detailed information including the number and style of outlet(s) as well as the amps required. Selection of vendor will, in part, be based on the sampling of food and beverage items. Parks staff will contact parties responding to RFP to arrange delivery of food and beverages for sampling.

Applicants may request to sell raw or minimally processed agricultural products *if* the products are raised/processed by the vendor present at the stand, and in conjunction with other prepared/processed food and beverage offerings. However, if the applicant is proposing to sell primarily raw or minimally processed agricultural products that are allowed to be sold by farm vendors, consideration will only be given if those products have *not* been available for sale by farm vendors in the previous season. And then, the selection is still at the discretion of the review committee.

Applicants intending to sell as a Home Based Vendor should indicate such in their proposal and should demonstrate an understanding of the law (HEA 1309) by submitting a menu that does not include “potentially hazardous food”.

2) Production

Demonstrated ability to prepare and provide ample product to serve Market customer needs. Proposals will be reviewed for feasibility given the constraints of the vending area. A typical Market day attracts approximately 7,000 visitors.

3) Price List

The Department is interested in keeping prices reasonably inexpensive. Prices will be considered in the selection of vendors. Please, provide a list of anticipated prices for menu items.

4) Customer Satisfaction

Provide assurance of high standards of customer service including product being displayed in a pleasing and appetizing manner, and friendly, reliable service.

5) Reliability

Demonstrated ability to have successfully provided services similar in size and complexity or have the organization, staffing and resources to successfully operate a Prepared/Processed Food and Beverage Vending Stall.

6) Local Entities

Prefer an individual, organization, or business that is owned and operated in the City of Bloomington with Monroe County individuals, organizations or businesses receiving secondary preference. Franchises are not permitted.

7) Market Product Balance

Items should be appropriate to the setting and complement/balance the other offerings available at the Farmers’ Market. Selection will include vendors with food and beverages intended for on-site and/or off-site consumption. Product typically available from farm vendors will only be considered if it is a secondary product.

- 8) Utilize Locally Grown or Raised Product**
Preference will be given to vendors who prioritize use of locally (Indiana) grown or raised ingredients in their prepared/processed food and beverage items. Applicants who have previously contracted with the City and sold at Market as a Prepared/Processed Food and Beverage Vendor should list Indiana grown products utilized in previous years and the farm(s) from which they were purchased. First time submitters of proposals should identify anticipated sourcing of products to be purchased from Indiana farms.
- 9) Criteria Specific to Non-Peak Season/Limited Occasion Vendors**
Preference will be given to vendors providing product that increases the diversity of product availability, that has close association with Farmers' Markets, and that reflects the atmosphere of the Market. Consideration will be based on space availability.
- 10) Previous Prepared/Processed Food and Beverage Vendors**
Prepared/Processed Food and Beverage Vendors who have sold in previous seasons will only be considered if they have fulfilled the terms of previous agreements including paying 10% of gross proceeds.